

II. AMENDMENTS TO THE SPECIFICATION:

Please make the following amendments to the specification:

On page 10, para. 28, please amend as follows:

In general, display system 132 displays items available for electronic purchase on user device 128 for user 126 (e.g., in a browser). User 126 can operate user device 128 to navigate hierarchical structure 50 (FIG. 1) that classifies the various items using a hierarchy of pages, and select an item for purchase using selection system 133 134. After all desired items are selected, user 126 can select to complete the purchase using order system 136. Each time an item is purchased, frequency system 140 can maintain the frequency with which the item is purchased. Frequency system 140 can identify one or more high frequency items (i.e., items that are frequently purchased), and display system 132 can display the one or more high frequency items on a high level page. For example, frequency system 140 can keep track of the ten most frequently purchased items.